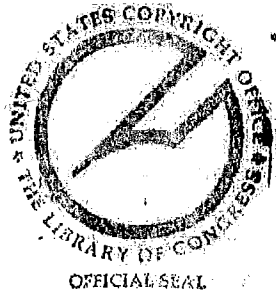


EXHIBIT 2

CERTIFICATE OF COPYRIGHT REGISTRATION



This certificate, issued under the seal of the Copyright Office in accordance with the provisions of section 410(a) of title 17, United States Code, attests that copyright registration has been made for the work identified below. The information in this certificate has been made a part of the Copyright Office records.

David Reed

REGISTER OF COPYRIGHTS
United States of America

FORM VA

UNITED STATES COPYRIGHT OFFICE

REGISTRATION NUMBER

VA

130-420

VA

VAU

EFFECTIVE DATE OF REGISTRATION

DEC 2 1982

Month

Day

Year

DO NOT WRITE ABOVE THIS LINE. IF YOU NEED MORE SPACE, USE A SEPARATE CONTINUATION SHEET.

TITLE OF THIS WORK ▼

NATURE OF THIS WORK ▼ See instructions

HELLO KITTY, a seated kitten with bow
on her right ear

Die-cut Lithograph

PREVIOUS OR ALTERNATIVE TITLES ▼

PUBLICATION AS A CONTRIBUTION If this work was published as a contribution to a periodical, serial, or collection, give information about the collective work in which the contribution appeared. Title of Collective Work ▼

If published in a periodical or serial give: Volume ▼

Number ▼

Issue Date ▼

On Pages ▼

NAME OF AUTHOR ▼

DATES OF BIRTH AND DEATH

Year Born ▼

Year Died ▼

a Sanrio Company, Ltd.

Was this contribution to the work a
"work made for hire"?☒ Yes☐ No

AUTHOR'S NATIONALITY OR DOMICILE

Name of Country

Citizen of Japan

OR Domiciled in

WAS THIS AUTHOR'S CONTRIBUTION TO
THE WORKAnonymous? ☐ Yes ☒ NoPseudonymous? ☐ Yes ☒ NoIf the answer to either
of these questions is
"Yes," see detailed
instructions.

NATURE OF AUTHORSHIP Briefly describe nature of the material created by this author in which copyright is claimed. ▼

NAME OF AUTHOR ▼

DATES OF BIRTH AND DEATH

Year Born ▼

Year Died ▼

Was this contribution to the work a
"work made for hire"?☐ Yes☐ No

AUTHOR'S NATIONALITY OR DOMICILE

Name of Country

Citizen of

OR Domiciled in

WAS THIS AUTHOR'S CONTRIBUTION TO
THE WORKAnonymous? ☐ Yes ☐ NoPseudonymous? ☐ Yes ☐ NoIf the answer to either
of these questions is
"Yes," see detailed
instructions.

NATURE OF AUTHORSHIP Briefly describe nature of the material created by this author in which copyright is claimed. ▼

NAME OF AUTHOR ▼

DATES OF BIRTH AND DEATH

Year Born ▼

Year Died ▼

Was this contribution to the work a
"work made for hire"?☐ Yes☐ No

AUTHOR'S NATIONALITY OR DOMICILE

Name of Country

Citizen of

OR Domiciled in

WAS THIS AUTHOR'S CONTRIBUTION TO
THE WORKAnonymous? ☐ Yes ☐ NoPseudonymous? ☐ Yes ☐ NoIf the answer to either
of these questions is
"Yes," see detailed
instructions.

NATURE OF AUTHORSHIP Briefly describe nature of the material created by this author in which copyright is claimed. ▼

YEAR IN WHICH CREATION OF THIS
WORK WAS COMPLETED This information
must be given
in all cases.

1981

Year

DATE AND NATION OF FIRST PUBLICATION OF THIS PARTICULAR WORK

Complete this information
ONLY if this work
has been published.

Month January Day 15 Year 1981

United States

Nation

COPYRIGHT CLAIMANT(S) Name and address must be given even if the claimant is the same as the author given in space 2. ▼

Sanrio Company, Ltd.
6th Floor - TOC Building
7-22-17 Nishigotanda, Shinagawa-ku, Tokyo, Japan

TRANSFER If the claimant(s) named here in space 4 are different from the author(s) named in space 2, give a brief statement of how the claimant(s) obtained ownership of the copyright. ▼

APPLICATION RECEIVED

29 JUN 1983

ONE DEPOSIT RECEIVED

TWO DEPOSITS RECEIVED

29 JUN 1983

REMITTANCE NUMBER AND DATE

DO NOT WRITE HERE
OFFICE USE ONLY

1

2

NOTE

Under the law, the "author" of a "work made for hire" is generally the employer, not the employee (see instructions). For any part of this work that was "made for hire" check "Yes" in the space provided, give the employer (or other person for whom the work was prepared) as "Author" of that part, and leave the space for dates of birth and death blank.

3

4

See instructions
before completing
this space.

DA 2 340 05189

VA 130-420

EXAMINED BY

FORM VA

CHECKED BY

☒ CORRESPONDENCE☒ Yes☒ DEPOSIT ACCOUNT☒ FUNDS USEDFOR
COPYRIGHT
OFFICE
USE
ONLY

DO NOT WRITE ABOVE THIS LINE. IF YOU NEED MORE SPACE, USE A SEPARATE CONTINUATION SHEET.

PREVIOUS REGISTRATION Has registration for this work, or for an earlier version of this work, already been made in the Copyright Office?

XX Yes ☐ No If your answer is "Yes," why is another registration being sought? (Check appropriate box) ▼☐ This is the first published edition of a work previously registered in unpublished form.☐ This is the first application submitted by this author as copyright claimant.☐ This is a changed version of the work, as shown by space 6 on this application.

If your answer is "Yes," give: Previous Registration Number ▼ Year of Registration ▼

DERIVATIVE WORK OR COMPILATION Complete both space 6a & 6b for a derivative work; complete only 6b for a compilation.

a. Preexisting Material Identify any preexisting work or works that this work is based on or incorporates. ▼

Various works of art, all owned by copyright claimant. The HELLO KITTY designs have appeared on Sanrio products since as early as 1976.

b. Material Added to This Work Give a brief, general statement of the material that has been added to this work and in which copyright is claimed. ▼

Original graphic artwork not previously published or in the public domain.

DEPOSIT ACCOUNT If the registration fee is to be charged to a Deposit Account established in the Copyright Office, give name and number of Account.

Name ▼ Account Number ▼

Owen, Wickersham & Erickson, P.C.

DAO 35491

CORRESPONDENCE Give name and address to which correspondence about this application should be sent. Name/Address/Apt/City/State/Zip ▼

Lora Thielbar

Owen, Wickersham & Erickson, P.C.

433 California Street

San Francisco CA 94104

Area Code & Telephone Number ▶ (415) 781-6361

CERTIFICATION* I, the undersigned, hereby certify that I am the

Check only one ▼

☐ author☐ other copyright claimant☐ owner of exclusive right(s)XX Authorized agent of Sanrio Company Ltd.
Name of author or other copyright claimant, or owner of exclusive right(s) ▼of the work identified in this application and that the statements made
by me in this application are correct to the best of my knowledge.

Typed or printed name and date ▼ If this is a published work, this date must be the same as or later than the date of publication given in space 3.

Lora Thielbar

date ▶ June 27, 1983

Handwritten signature (X) ▼

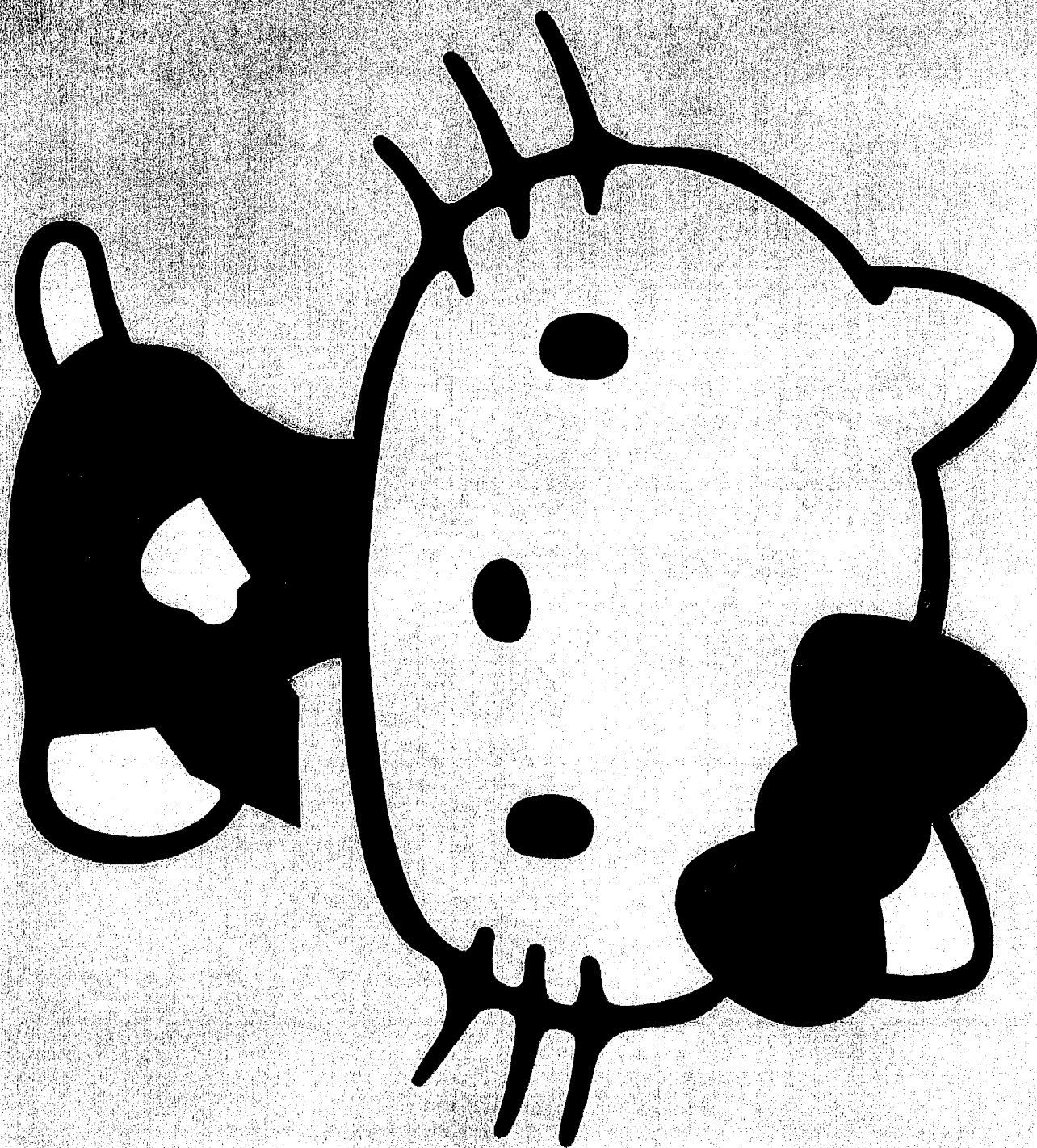
MAIL
CERTIFI-
CATE TOCertificate
will be
mailed in
window
envelope

Name ▼	Lora Thielbar Owen, Wickersham & Erickson, P.C.
Number/Street/Apartment Number ▼	433 California Street
City/State/ZIP ▼	San Francisco CA 94104

Have you:

- Completed all necessary spaces?
- Signed your application in space 8?
- Enclosed check or money order for \$10 payable to Register of Copyrights?
- Enclosed your deposit material with the application and fee?

MAIL TO: Register of Copyrights,
Library of Congress, Washington,
D.C. 20559.



Certificate of Registration



This Certificate issued under the seal of the Copyright Office in accordance with title 17, United States Code, attests that registration has been made for the work identified below. The information on this certificate has been made a part of the Copyright Office records.

Marybeth Peters

Register of Copyrights, United States of America



Form VA

For a Work of the Visual Arts
UNITED STATES COPYRIGHT OFFICE

REG

VA 1-383-874



EFFECTIVE DATE OF REGISTRATION

12 28 04
Month Day Year

RATE CONTINUATION SHEET.

1	Title of This Work ▼	NATURE OF THIS WORK ▼ See Instructions
	Character Merchandising	Collective work of artwork, text and photos
	Previous or Alternative Titles ▼	
	n/a	
Publication as a Contribution If this work was published as a contribution to a periodical, serial, or collection, give information about the collective work in which the contribution appeared. Title of Collective Work ▼		

If published in a periodical or serial give: Volume ▼ Number ▼ Issue Date ▼ On Pages ▼

2	NAME OF AUTHOR ▼	DATES OF BIRTH AND DEATH	
	a Sanrio Co., Ltd.	Year Born ▼	Year Died ▼
		n/a	n/a
	Was this contribution to the work a "work made for hire"? <input type="checkbox"/> Yes <input type="checkbox"/> No	Author's Nationality or Domicile Name of Country OR { Citizen of Japan Domiciled in	Was This Author's Contribution to the Work Anonymous? <input type="checkbox"/> Yes <input type="checkbox"/> No Pseudonymous? <input type="checkbox"/> Yes <input type="checkbox"/> No If the answer to either of these questions is "Yes," see detailed instructions.
Nature of Authorship Check appropriate box(es). See Instructions			
<input checked="" type="checkbox"/> 3-Dimensional sculpture <input type="checkbox"/> Map <input type="checkbox"/> Technical drawing <input checked="" type="checkbox"/> 2-Dimensional artwork <input checked="" type="checkbox"/> Photograph <input checked="" type="checkbox"/> Text <input type="checkbox"/> Reproduction of work of art <input type="checkbox"/> Jewelry design <input type="checkbox"/> Architectural work			
NOTE Under the law, the "author" of a "work made for hire" is generally the employer, not the employee (see instructions). For any part of this work that was "made for hire" check "Yes" in the space provided, give the employer (or other person for whom the work was prepared) as "Author" of that part, and leave the space for dates of birth and death blank.	Name of Author ▼	Dates of Birth and Death	
	b n/a	Year Born ▼	Year Died ▼
	Was this contribution to the work a "work made for hire"? <input type="checkbox"/> Yes <input type="checkbox"/> No	Author's Nationality or Domicile Name of Country OR { Citizen of Domiciled in	Was This Author's Contribution to the Work Anonymous? <input type="checkbox"/> Yes <input type="checkbox"/> No Pseudonymous? <input type="checkbox"/> Yes <input type="checkbox"/> No If the answer to either of these questions is "Yes," see detailed instructions.
Nature of Authorship Check appropriate box(es). See Instructions			
<input type="checkbox"/> 3-Dimensional sculpture <input type="checkbox"/> Map <input type="checkbox"/> Technical drawing <input type="checkbox"/> 2-Dimensional artwork <input type="checkbox"/> Photograph <input type="checkbox"/> Text <input type="checkbox"/> Reproduction of work of art <input type="checkbox"/> Jewelry design <input type="checkbox"/> Architectural work			

3	a Year in Which Creation of This Work Was Completed 1998	b Date and Nation of First Publication of This Particular Work Complete this information ONLY if this work has been published. Month December Day 15 Year 1998 Nation Japan
	This information must be given in all cases.	
4	COPYRIGHT CLAIMANT(S) Name and address must be given even if the claimant is the same as the author given in space 2. ▼	
	Sanrio Co., Ltd. 1-6-1, Ohsaki, Shingawa-ku, Tokyo 141-8603 Japan	
Transfer If the claimant(s) named here in space 4 is (are) different from the author(s) named in space 2, give a brief statement of how the claimant(s) obtained ownership of the copyright. ▼		
n/a		

APPLICATION RECEIVED

DEC 28 2004 JUL 14 2005

ONE DEPOSIT RECEIVED

TWO DEPOSITS RECEIVED

DEC 28 2004

FUNDS RECEIVED

MORE ON BACK ▶

• Complete all applicable spaces (numbers 1-5) on the reverse side of this page.
• See detailed instructions. • Sign the form at line 8.

DO NOT WRITE HERE
Page 1 of 2 pages

EXAMINED BY

FORM VA

CHECKED BY

CORRESPONDENCE

Yes

FOR
COPYRIGHT
OFFICE
USE
ONLY

DO NOT WRITE ABOVE THIS LINE. IF YOU NEED MORE SPACE, USE A SEPARATE CONTINUATION SHEET.

PREVIOUS REGISTRATION Has registration for this work, or for an earlier version of this work, already been made in the Copyright Office?

☐ Yes ☒ No If your answer is "Yes," why is another registration being sought? (Check appropriate box.) ▼a. ☐ This is the first published edition of a work previously registered in unpublished form.b. ☐ This is the first application submitted by this author as copyright claimant.c. ☐ This is a changed version of the work, as shown by space 6 on this application.

If your answer is "Yes," give: Previous Registration Number ▼

Year of Registration ▼

DERIVATIVE WORK OR COMPILATION Complete both space 6a and 6b for a derivative work; complete only 6b for a compilation.

a. Preexisting Material Identify any preexisting work or works that this work is based on or incorporates. ▼

Original character artwork and sculpture for some characters, all created and owned by Sanrio Co., Ltd.

a
See instructions
before completing
this space.

b. Material Added to This Work Give a brief, general statement of the material that has been added to this work and in which copyright is claimed. ▼

New artwork, sculpture and photographs for pre-existing characters; original character artwork and photographs for additional characters; compilation of artwork, photographs and text.

DEPOSIT ACCOUNT If the registration fee is to be charged to a Deposit Account established in the Copyright Office, give name and number of Account.

Name ▼

Account Number ▼

CORRESPONDENCE Give name and address to which correspondence about this application should be sent. Name/Address/Apt/City/State/ZIP ▼

Linda Joy Kattwinkel, Esq. / Owen, Wickersham & Erickson, P.C.
455 Market Street, Ste 1910
San Francisco, CA 94105

Area code and daytime telephone number (415) 882-3200

Fax number (415) 882-3232

Email lj@owe.com

CERTIFICATION* I, the undersigned, hereby certify that I am the

check only one ▶

☐ author☐ other copyright claimant☐ owner of exclusive right(s)☒ authorized agent of Sanrio Co., Ltd.

Name of author or other copyright claimant, or owner of exclusive right(s) A

of the work identified in this application and that the statements made by me in this application are correct to the best of my knowledge.

Typed or printed name and date ▼ If this application gives a date of publication in space 3, do not sign and submit it before that date.

Linda Joy Kattwinkel

Date 12-23-04

Handwritten signature (X) ▼

X

Certificate
will be
mailed in
window
envelope
to this
address:

Name ▼

Linda Joy Kattwinkel, Esq. / Owen, Wickersham & Erickson, P.C.

Number/Street/Apt ▼

455 Market St., Ste 1910

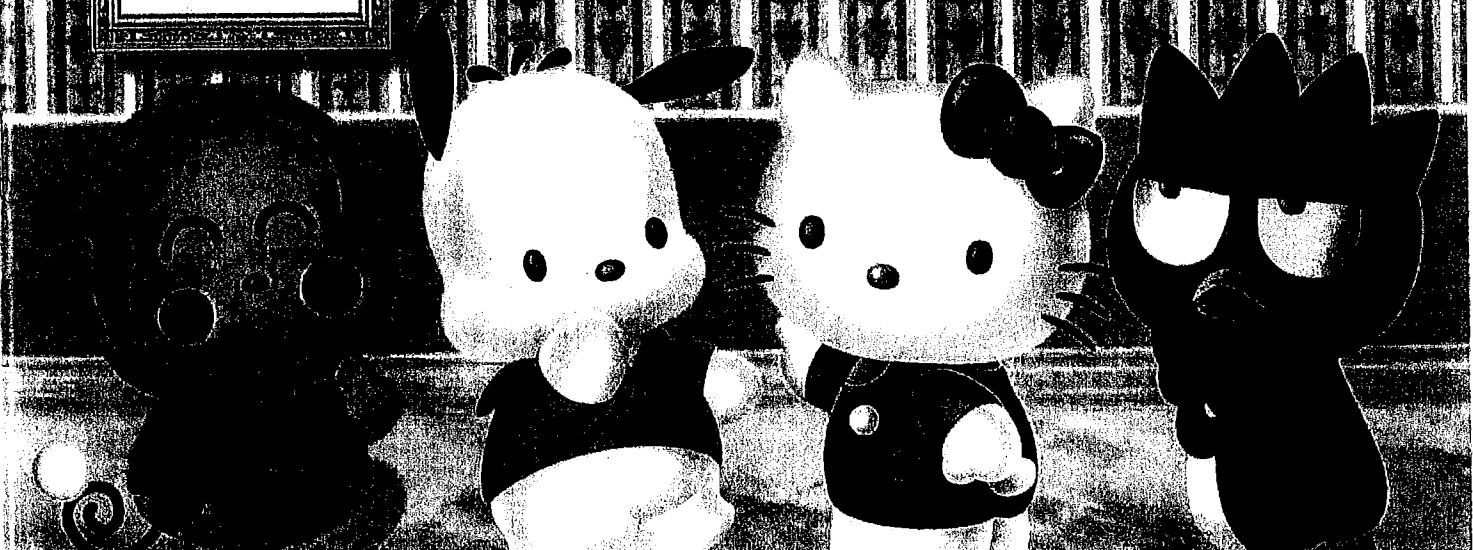
City/State/ZIP ▼

San Francisco, CA 94105

• Complete all necessary spaces
• Sign your application in space 81. Application form
2. Nonrefundable filing fee in check or money
order payable to Registrar of Copyrights
3. Deposit materialLibrary of Congress
Copyright Office
101 Independence Avenue, S.E.
Washington, D.C. 20559-6000Place on subject to
stamp. For correct
form, consult the
Copyright Office
website at
www.copyright.gov
with the Copyright
Office, or call
(202) 707-6000.

CHARACTER MERCHANDISING

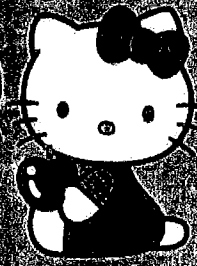
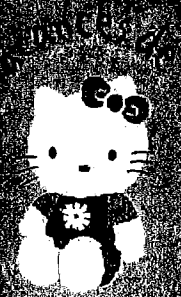
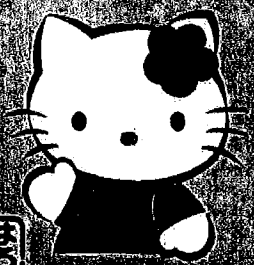
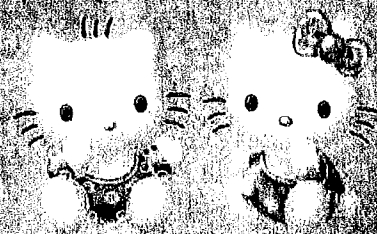
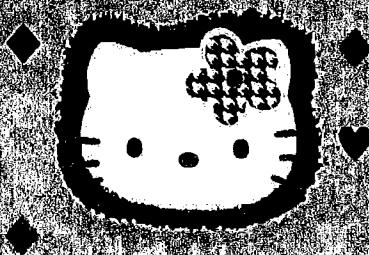
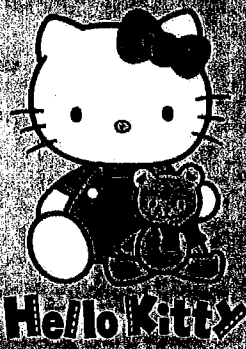
CHARACTER LICENSING
MERCHANDISING
SALES PROMOTION PLANNING AND PRODUCTION
CHARACTER DESIGN AND DEVELOPMENT



HELLO KITTY DESIGN COLLECTIONS



Hello Kitty



♡ Hello Kitty ♡

